

Royal Comm'n Gets NFB Brief

MPTAO Reports On Screen Ads

"Most exhibitors are opposed to screen advertising agreements, according to leaders in our industry and those exhibitors having the best interests of our industry at heart," says the latest bulletin of the Motion Picture Theatres Association of Ontario.

(Continued on Page 3)

Dillon, Fitzg'bons To Chi PR Talks

Fred Dillon, executive director of the Canadian Motion Picture Distributors Association, will attend the joint exploratory meeting for an all-industry co-operative public relations program, to be held in the Drake Hotel in Chicago August

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Ask Place In TV, More Scope; Tells Of Film Trade Amity

Consideration "directly in relation to those of any other agencies which may be charged with responsibility for the development of television programs in Canada" was asked by the National Film Board in its brief to the Royal Commission on National Development in the Arts, Letters and Sciences, now sitting in Ottawa.

N. A. Taylor Now IFD President

Announcement was made in Toronto last week that N. A. Taylor has been appointed president and general manager of International Film Distributors.

The company will continue with the distribution of the product of Associated British-Pathe Ltd.

Hughes Keeps Stock

Howard Hughes RKO theatre stock, which comes to him when divorcement takes effect, is not up for sale at present. He must, however, sell before Nov. 8th or it will be put in a trustee's hands.

NFB production facilities have proved capable of high standard output for television use, as demonstrated by the use of its productions by UK and USA TV agencies, it claims.

The National Film Board, the Royal Commission was also informed, "requires an increased budget to discharge the responsibilities entrusted to it by Parliament in serving the national needs and aspirations and con-

(Continued on Page 3)

Warner Title Change

Locked In is the title for Warners' Eleanor Parker starrer formerly known as 'The Cage'.

No Golf Tourney For This Year

There will be no Canadian Film Weekly motion picture industry golf tournament this year, it was announced by Tom S. Daley, chairman of the committee. Inability to obtain satisfactory accommodations for several hundred golfers and non-golfers who

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Fox Sales Drive For Branch Men

The launching of an 18-week 20th Century-Fox branch managers testimonial drive starting August 28th through December 31st was announced recently by Andy W. Smith, Jr., vice-president and general sales manager.

Keynote of the drive, according to (Continued on Page 18)

Famous Players Inks Big UK Film Deal

Millions of Canadian theatregoers will see a regular flow of British films as a result of the signing of a contract by Famous Players Canadian Corporation, by far this country's leading circuit, with Eagle-Lion Films of Canada. Famous Players has acquired exhibition rights to 19 features, described by President John J. Fitzgibbons as "a selection of the finest British films ever made."

"We felt that if we could get the better pictures to play, we should do so," Fitzgibbons told the Canadian Film Weekly. "Not only because we wish to give our patrons the opportunity of seeing

(Continued on Page 18)

British Star Signed

Stewart Granger has been signed by MGM to star opposite Deborah Kerr in King Solomon's Mines.

Chernoff Named Fox Montreal Manager

Successor to Ed English, Canadian film industry veteran, as Montreal branch manager for Twentieth Century-Fox will be Gerald (Gerry) L. Chernoff, it was announced jointly by Andy W. Smith, Jr., vice-president and general sales manager, and Arthur Silverstone, general manager for Canada. The appointment is effective September 12, by which time Chernoff will have left his present post, that of Montreal manager for International Film Distributors.

Chernoff, whose genial personality is well known to Quebec exhibitors, enjoys their affection and trust. Thirty-two years old,

(Continued on Page 6)

U-I Casts Peggy Dow

Peggy Dow will have the starring role opposite Scott Brady and John Russell in U-I's Frame Up.

NEWS OF THEATRE BUILDING

A number of theatres have opened and several have reopened to highlight current news of industry building in Canada. Others under way and planned were also reported. One of these in work is a new house to replace one recently destroyed in a fire.

Theatres open include:

Swan River, Man. Conrad Auguston's 400-seat Crescent. Only other house here is J. Bierwirth's 295-seat Palace.

Enderby, BC. K. Samol and S. Abramenko's 375-seat Monarch. First here.

Montreal. Emil Ruffo's 400-seat, Quonset-type Dieppe on St. Helene Street, near Victoria.

Theatres reopened after complete renovations include:

Winnipeg. Odeon Theatres' Garrick. Seating raised from 1,107 to 1,125.

Vancouver. Odeon Theatres' Fraser. Seating increased from

(Continued on Page 6)

**BARBARA ANN SCOTT
TO HOLLYWOOD**

Barbara Ann Scott, world and Olympic figure-skating champion and star of a recent ice revue at the Roxy Theatre in New York, is in Hollywood for extensive screen tests at the Walt Disney Studios. She may star opposite Dick Button, USA holder of the Olympic men's skating title, in the old classic, Hans Brinker and the Silver Skates.

M-G-M IS THE ANSWER!

"EXHIBITOR
MAGAZINE"
ASKED
AMERICA'S
SHOWMEN
THESE
TWO
QUESTIONS
POINT-BLANK!



EDITORIAL

By Jay Emanuel, the
publisher of this poll.

"The result is not surprising, merit of product, fairness of terms. M-G-M won and easily too. This proves there's something more to being the friendly company besides an apt phrase."

QUESTION NO. 1:

"Which company's product has meant the most to you at the box-office?"

THE ANSWER:

M-G-M	46.1%
NEXT COMPANY	20.0%
Next	11.3%
Next	7.0%
Next	4.7%
etc.	

QUESTION NO. 2:

"Which company's terms do you believe to be the fairest?"

THE ANSWER:

M-G-M	42.2%
NEXT COMPANY	12.1%
Next	10.4%
Next	9.3%
Next	8.9%
etc.	

The Friendly Company is deeply grateful to the theatres of America for their overwhelming vote of confidence. M-G-M strives to merit your continued faith by offering when you need them most, the BIGGEST attractions on the market, such as "Neptune's Daughter," "Edward, My Son," "Take Me Out To The Ball Game," "Stratton Story," "Any Number Can Play," "The Great Sinner," "In The Good Old Summertime," "Madame Bovary" and many others.

DILLON, FITZ TO CHI

(Continued from Page 1)

30-31, in behalf of the Canadian Motion Picture Industry Council.

In announcing Dillon's assignment Hye Bossin, chairman of the CMPIC, stated that the former would be in Chicago in the capacity of an observer only. It is felt that policies evolved in Chicago will be influenced by domestic condition but that much which is agreed on there will be of great value on both sides of the line. Dillon's status leaves the CMPIC free to shape things for Canadian needs.

Also present in Chicago will be John J. Fitzgibbons, CBE, Chairman of the National Committee of Motion Picture Exhibitors Associations of Canada. His main reason for being in that city is to attend the meeting of the industry short subjects project, of which he is one of the 30 trustees. The meeting takes place on Wednesday but Fitzgibbons will sit in on the public relations talks on Tuesday.

There will be representatives present from five USA exhibitor groups, three producer associations, the Motion Picture Association of America and the Motion Picture Industry Council, an all-embracing body with headquarters in Hollywood. The last-named organization, on which the Canadian group is patterned, will be represented by Roy Brewster of the IATSE, who recently succeeded Cecil B. DeMille as its chairman, and Art Arthur, executive secretary.

Eight trade paper editors met recently in the board room of the MPAA with distributor representatives to talk over subjects which might be placed on the Chicago agenda. These were Jack Alicote, Film Daily; Jay Emanuel, Jay Emanuel Publications; Abel Green, Variety; Charles E. Lewis, Showmen's Trade Review; Martin Quigley, Sr., Quigley Publications; Ben Shylen, Box-office; Morton Sunshine, Independent Film Journal; and Mo Wax, Film Bulletin.

Also invited were Pete Harrison, Harrison's Reports; T. E. Mortensen, Greater Amusements; Arthur Ungar, Daily Variety; and William R. Wilkerson, Hollywood Reporter.

A plan for the disciplining of actors who misbehave publicly and another for a Film Festival are among the matters which will occupy the delegates.

Ned E. Depinet, head of RKO Radio and chairman of the MPAA Exhibitor-Community Relations Committee, is responsible for the invitations to be present and will preside.

WB Acquires Novel

Warner Brothers has required film rights to Guy Endore's forthcoming novel, Spring Kill. Henry Blanke will produce.

NFB Presents Brief

(Continued from Page 1)

tributing to national unity."

Ross McLean, National Film Commissioner; Ralph Foster, Deputy Film Commissioner; and Paul Teriault, executive officer, French program, were present to answer questions and provide explanations.

Other suggestions by the National Film Board as to how it could increase its benefits to Canada:

Its re-establishment as a corporate body, so as to do away with "certain cumbersome administrative practices which are not adapted to the needs of a creative producing agency, although appropriate to administrative agencies. This is particularly true in relation to contractual obligations in distribution, accounting procedure in both production and distribution, and personnel procedures."

An increased staff, salary levels on par with that paid for similar work elsewhere and greater security of employment, including superannuation. (Although there is a constantly increasing demand for services at home and abroad, the NFB had reduced its staff from 787 in 1945 to 540 on March 31st, 1949. Employees are hired on a three-month tenure.)

Senior representation on any Government body established as official liaison to Unesco.

Additional staff to work in the area of community organization and promotion.

In asking for a greater budget, the NFB indicated "that in most areas its work is restricted by lack of adequate funds." According to the brief, "The most urgent requirement is a centralized building to meet the special needs of film operation, and to house

all divisions under one roof instead of eight separate locations." TV development make such facilities doubly important. (Members of the Royal Commission toured NFB buildings and personally examined facilities and conditions of work.)

In addition to improved technical and working facilities, the funds would be used for increased production allotment, extension of graphic services, extension of NFB field work, increased expenditure on quantity of prints issued, extension of research and library services, extension of liaison with educational bodies, and development of international distribution.

The total NFB appropriation fell from \$2,290,148 for 1946-47 to \$1,992,854.69 for 1948-49.

Aim of the report to the Royal Commission was "to outline the activities of the National Film Board during the first 10 years of its existence, and indicate how these activities have contributed to national development and have helped Canadians at home and abroad" and "how film and related media can further explore and reveal the Canadian spirit, kindle the imagination, and promote harmony and co-operation among the many groups in Canada."

Among the achievements of 10 years of operation, during which 2,500 films of various kinds have been produced, is "a habit of genuine cooperation and harmonious working relationships with the motion picture industry in Canada, a condition not often found existing between commercial exhibitors and distributors of the motion picture industry, and a publicly-owned film or information agency."

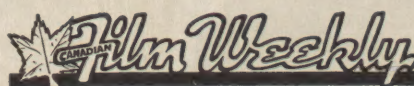
JACK BELLAMY RETURNS TO PARAMOUNT

Jack Bellamy, branch manager in Saint John, NB, for International Film Distributors, has resigned from that organization as of September 10, and will join Paramount Film Service in a Home Office capacity, it was announced in Toronto last week by Gordon Lightstone, Canadian general manager.

Bellamy was with Paramount prior to joining the armed services during the World War and joined what became the IFD set-up upon his return.

DOMINION SOUND, TORONTO, WILL MOVE

The Toronto offices and warehouse of Dominion Sound Equipments Ltd., now located on Bond Street and Esplanade Avenue respectively, will be moved to the company's new building on Victoria, near Gould, in about a month, states Charlie Curran, who heads the Toronto office.



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HYE BOSSIN, Managing Editor

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MPTAO RE AD PIX

(Continued from Page 1)

"One contract, which is being offered exhibitors by a party wanting to rent screen time for the showing of their sponsored trailers, is an exclusive agreement preventing an exhibitor from taking on similar contracts from national accounts, for a period of 24 months. The contract states that the minimum number of subjects to be shown shall be booked at the rate of at least one every month, and the exhibitor must properly display the distributor's advertising subjects at every regular performance, but not immediately at opening or closing of program.

"Another clause reads that this contract is binding (24 months) upon the successors or assignees of both parties. No short term clause is included in the contract which would permit an exhibitor to cancel the balance of the contract if he becomes dissatisfied. Our Association remains entirely neutral in the matter, leaving it to the exhibitor's own discretion whether or not he cares to rent his screen for advertising purposes.

"However, we suggest that exhibitors thoroughly scrutinize any contract offered and give serious consideration to the matter before signing same. Remember, your business is to sell entertainment, and the paltry amount (\$6) received per month is very small compared to box office business that might be lost when your patrons become bored and resentful of paying out their money to see advertisements appearing on your screen. For the good of their own business and the industry as a whole, most exhibitors believe in keeping advertisements off theatre screens."

RKO Buys 'Macao' Topical Melodrama

"Macao," a topical, oriental melodrama set in the Portuguese protectorate of that name, has been purchased by RKO Radio. The story deals with wealthy refugees, a stolen fortune, a private detective and a blonde. It will come to the screen under the supervision of Sid Rogell, production executive.

Wanted

Theatre equipment salesman, with knowledge of sound, projection and seating. Must be energetic and a producer.

ALSO WANTED

Theatre equipment sales clerk, with technical as well as sales knowledge. Must be willing to work hard and learn.

Permanent position in national company.

Address all replies to
BOX 23
CANADIAN FILM WEEKLY
175 Bloor St. E.
Toronto

**THERE'S A BOXOFFICE
WALLOP**

in

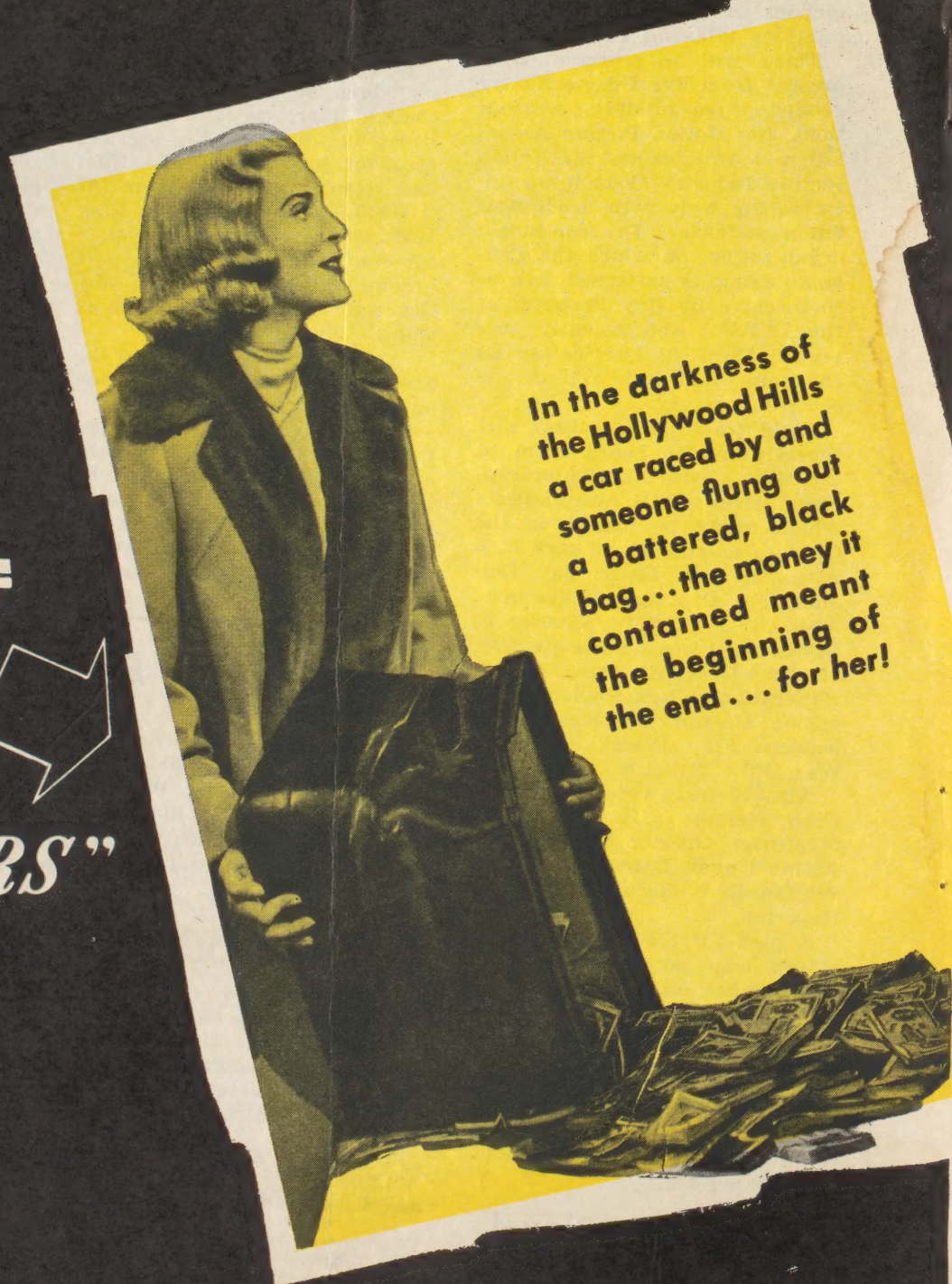
"TOO LATE FOR TEARS"



**THERE'S A BAG OF
DOUGH**

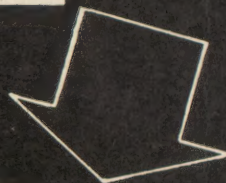
in

"TOO LATE FOR TEARS"



**THERE'S SOLID
SELL**

in



the cast and production of the

HUNT STROMBERG
presentation of

LIZABETH SCOTT

DON DE FORE

DAN DURYEA

in

**"TOO LATE
FOR TEARS"**

with
Arthur Kennedy • Kristine Miller • Barry Kelley

Screenplay by ROY HUGGINS from his Saturday Evening Post Serial

Produced by **HUNT STROMBERG**

Directed by **BYRON HASKIN**

There's everything you want in this big one thru UA!

Chernoff Fox Manager

(Continued from Page 1)



EDDIE ENGLISH

He resigned as Fox Montreal manager, a post held by him since 1933, and will take it easy.



MOST INTERESTING report recently is Film Daily's one about the possibilities of a USA-UK economic union.

LOEW'S Toronto theatres, both on Yonge Street, will have their earnings affected adversely during construction of the subway, Financial Counsel says.

AUBREY SPRAGUE heads the Saint John local of the IATSE, succeeding Rennie Foulds.

CALGARY film fans "are all steamed up about the ruling which limits the number of foreign pictures permitted in that town," the Edmonton Bulletin reports. The article says the censor, P. J. Fleming, wants to weed out the "dirty" pictures. Up to a few years ago, it states, there were about 700 foreign films floating around the province without government approval. "And Calgary can simmer down," it concludes. "The board of censors means business."

JAMES MASON and Greta Garbo to co-star in Britain for Walter Wanger. And Burt Lancaster will star in *The Naked and the Dead*.

USA PIONEERS will launch the 'Foundation of Motion Picture Pioneers' at the tenth anniversary dinner in the Waldorf-Astoria, NY, on November 16th, Jack Cohn, president announces. It will offer assistance to Pioneers in need. Canadian Pioneers have had such a fund for several years.

he is a native of Montreal and a graduate of Queen's University, Kingston, Ontario, with a Bachelor of Arts degree in psychology and philosophy.

Upon graduation eight years ago he joined Empire-Universal's Montreal booking department, soon became head booker and later moved to the sales department. Then he switched to the Grand National, under Harry Allen, as local manager. Subsequently PRC became Allen's chief product and this company developed into International Film Distributors when N. A. Taylor and associates acquired a stock interest, then ownership and control from Allen, who quickly founded Cardinal Films.

Chernoff, regarded as one of the most promising younger executives in the Canadian film industry, remained with IFD. His departure follows that of David Griesdorf, who recently left IFD to become Odeon's general manager.

Everybody Likes Eddie

Eddie English, who resigned as Fox' Montreal manager and will retire from distribution, is the sort of well-liked lad who can sit himself down any place and draw a crowd. A young man, old style, with unfailing friendliness and wide popularity, he has been around in this business. He has seen theatres change from mere collections of kitchen chairs to 5,000-seat cathedrals and observed the ear being brought into the picture — from motion picture to commotion picture.

Eddie got into what was then "the game" and is now a great industry as a projectionist. Projectionists were then thought of as booth-hounds who reeled their way around — cranks with cranks in their hands. It was in 1909, right after he left school, that Ed became one of unwind-rewind brigade. And when the first union was established in Montreal with an IATSE charter, Ed was made president. Is it any wonder that he was elected the first president of the Quebec Picture Pioneers?

Fugitive From Machines

When the Imperial was built Eddie said goodbye to his fellows of the bored-room and became its assistant manager. But the lure of the local yokel was like the Call of the Wild and so in 1914 he traipsed around the Canadian and USA countrysides with those early efforts of the screen to find its voice, the Edison Talking Pictures.

When that was over Eddie, using horse sense, decided to graze on a smaller range. Charles Berman had the franchise for World Films and our ambitious friend became his

salesman in Montreal and the Maritimes. There was an even more ambitious man making himself felt more and more every day, a man named N. L. Nathanson.

Nathanson, who passed on some years ago after three decades as the leading person in the industry, bought out World Films and added its product to his new company, Regal Films, which also handled pictures from Triangle and Independent producers. English became branch manager for Montreal and supervisor of the Maritimes.

Coming of MGM

Regal Films was founded in 1916 and one of its salesmen, in Winnipeg, was Henry Nathanson, brother of N. L. In 1919 N. L. Nathanson bought the Metro franchise from J. J. Ungar, "Metro" became "MGM" in 1924 and Regal changed to that name some years ago when MGM decided to control its own distribution in this country. The head of MGM in Canada now is Henry Nathanson.

But let's flash back to Eddie English — and N. L. Nathanson. The latter, driving ahead in the distribution field, acquired the Paramount franchise, then known as Famous-Lasky Film Service, which had been opened in Canada in 1919 with George Weeks as general manager. Ed was made Montreal manager and opened the company's first office in that city.

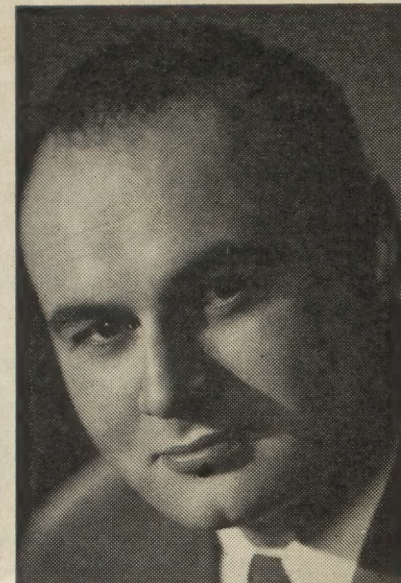
To Fox From Para

He remained with Paramount until 1933, then resigned to join Twentieth Century-Fox, at that time headed by Sydney Kent, whose Canadian co-worker was the late Jim O'Loughlin. Eddie, an enterprising fellow, had other interests beside the sale of films. He was a partner in a theatre in Quebec City but disposed of this to United Amusement Co. He also marketed refreshments and hospitality through the Verdun Pavilion and the Montreal Press Club.

Eddie may have quit the business but he won't quit his friends — because his friends won't quit him. A dose a day of the English personality is a sure tonic. Many a droll yarn of his has brightened up many a dull moment. Here's wishing him well, no matter how he decides to spend the time he now has on his hands.

Steve Cochran Cast

Steve Cochran has been given the male lead opposite Joan Crawford in Warners' *The Victim*. It is his first assignment under a recently-signed long-term contract.



GERRY CHERNOFF

His appointment as Montreal manager for Twentieth Century-Fox is effective September 12.

BUILDING NEWS

(Continued from Page 1)

768 to 802. Under way are:

North Bay, Ont. Twentieth Century Theatres' new house to replace the old 750-seat Royal.

McAdam, NB. B & L Theatres' new theatre to replace the 309-seat Capitol, recently destroyed by fire.

Edmonton. I. F. Shacker's new 600-seat structure for Odeon Theatres.

Theatres planned include:

Edmonton. Odeon Theatres' 1,000-seat house for the downtown section, on which building is slated to start next Spring.

Legal, Alta. Arthur Lamarche's 500-seat project, the first here.

Edmunston, NB. B & L Theatres will build here.

Ormsdown, Que. Eugene Faubert is planning the first theatre here if council will allow him to stay open and will not tax him for several years after opening.

Assigned To Script

Charles Hoffman has been assigned to script Warners' *Marriage '49*, which is scheduled to go into production shortly.

FOR SALE

Just Taken Out of Service!

TWO—Simplex Heads, Rear Shutters, Double Bearing, Intermittent.

TWO—Top, Two Lower Magazines (Simplex).

TWO—Strong Lamps, 10/1/4 Mirrors.

ONE—5 H.P. 550 Volt Lincoln Generator, Ballast Rheostats, Amps & Volt Meters, Also Panel & Field Rheostat.

TWO—5 1/4 E. F. Snap Light Lenses and Adapters.

TWO—5" E. F. Snap Light Lenses and Adapters.

Apply to
ROYAL THEATRE
WINDSOR, ONTARIO.

Lust for Gold

with Ida Lupino, Glenn Ford
Gig Young.

Columbia 90 Mins.

RESOURCEFULLY HANDLED OUT-DOOR THEME PROVES AN ABSORBING TRANSLATION OF A TRUE STORY. INTEREST CONSTANTLY UPHELD. HAS VIOLENT ACTION ELEMENTS.

No Western in the commonly accepted terminology of films which are set in that locale, *Lust For Gold* is a distinct and unusual offering in that it happens to be based upon an actual story that may be investigated today by the curious and if they happen to hit it right there's \$20,000,000 in gold stashed away in the Superstition Mountains of Arizona.

There is no doubt about the indication inherent in the title. Once the collection of characters who parade through this story get the gold bug, they become mean and murderous.

A young man, present day relative of Jacob Walz, the "Dutchman," comes to Arizona and near Phoenix sets out to try and locate the gold buried in the mountains by Spaniards many years ago. He runs smack into a murder which he duly reports to the authorities and sets the story into motion. Under the eye of the sheriff, William Prince, playing the author of the yarn, picks up threads and clues which cause the historical aspects of the yarn to be revealed in flashback. They reveal Glenn Ford—as Walz—to be quite a meanie who trailed the rightful owners of the cache, murdered them, returned to Phoenix. There he got involved with Ida Lupino and her husband, Gig Young. Miss Lupino deceived Ford but he found her out and she and Young both die. Ford soon follows. An earthquake buried the mine.

But now in modern times Prince learns too much for his own immediate health and an attempt is made on his life by Will Geer. They have a wild brawl among cliff tops, Geer is getting the best of Prince but is snake bit and falls to his death.

The gold is still hidden in the mountains. It's there for the taking.

CAST: Ida Lupino, Glenn Ford, Gig Young, William Prince, Will Geer, Paul Ford, Jay Silverheels, Eddy Waller.

CREDITS: Produced and directed by S. Sylvan Simon. Screenplay, Ted Sherdeman, Richard English.

DIRECTION: Skilful.

PHOTOGRAPHY: Fine.

The Stratton Story

with James Stewart, June Allyson, Frank Morgan, Agnes Moorehead.

MGM

105 Mins.

INSPIRING STORY OF PERSONAL COURAGE AND TRIUMPH. REAL LIFE BASIS IN STORY. ACHIEVEMENT FOR SAM WOOD, JACK CUMMINGS. COMES AT THE RIGHT TIME, FOR THE RIGHT AUDIENCE, FOR THE RIGHT RECEPTION. STEWART AND CAST PERFECT.

Sam Wood turns in another roundly good film in *The Stratton Story*, a story that throbs with highly rewarding moments of honesty, intense understanding and feeling. It is a superior challenge to the list of first line pictures which in the recent past have proved themselves to be among the finest contributions in the medium.

What ensues once the initial jumping off point of the plot is developed is a deeply stirring and inspiring narrative of courage and eventual triumph by an individual who almost permitted a serious handicap to get him down.

No one could have played Monty Stratton better than James Stewart. His is a performance done to a fine turn of perfection in its interpretation. Director Sam Wood can again be applauded for his casting of subsidiary roles. June Allyson is entirely real as first Stewart's sweetheart, then as his wife and the mother of his children. Agnes Moorehead turns in a finely etched role as Stewart's mother. Frank Morgan gracefully renders the figure of a onetime big leaguer for pointed effect. From the baseball world, playing themselves, are Gene Bearden, Bill Dickey, Jimmy Dykes, Mervyn Shea. So in an initial analysis the film has an assortment of both film and baseball names to beforehand whip up public interest, an interest that will not be unrewarded when the important exchange of currency for screen fare takes place.

Like its great predecessors which have had story basis in the baseball sporting scene, *The Stratton Story* has a smartly contrived script which has been smoothly blended with the story of the famous pitcher of the Chicago White Sox. It is replete with sharp delineations of the important business and plays of Baseball, the subtleties of campaign and tactic, the coming aspects of certain factors. You have merely to take a quick look at the size of audience that enthusiastically follows baseball, add up the enthusiastic followers who would go if they could, and still further round out the figure with sports page readers to calculate the sizeable audience that will turn out for this film. It is truly of monumental proportions.

Here then with James Stewart in the title role is the story of how Monty Stratton was discovered playing sand lot ball in Texas and taken in hand by a has-been to eventually become a top figure and success in the baseball world. From his humble beginning on a small farm he went to the top, was happily married and a parent. Between seasons, while visiting back home, he had a hunting accident that resulted in the loss of a leg.

Morose for months over the abrupt termination of his career he finally adapts himself to the use of an artificial limb, and with his young son learns to walk. Then, too, he begins to take renewed interest in baseball, inspired by his wife.

An inner compulsion causes Stratton to courageously attempt a comeback temporarily perhaps, but the end result is to spell personal triumph. He appears in an all-star game. He pitches a superior game and the opposing team does not play the less to win because of Stratton's handicap.

Mounting to a high pitch of compelling story development Stratton goes to bat and wallops in a hit that wins the game for his side. He makes first base, from there a runner takes over.

The Stratton Story comes at the right time, for the right audience, for the right reception. For both Producer Jack Cummings and Director Sam Wood, *The Stratton Story* is an achievement.

CAST: James Stewart, June Allyson, Frank Morgan, Agnes Moorehead, Bill Williams, Bruce Cowling, Cliff Clark, Mary Lawrence, Dean White, Robert Gist, Gene Bearden, Bill Dickey, Jimmy Dykes, Mervyn Shea.

CREDITS: Producer, Jack Cummings; Director Sam Wood; Screenplay, Douglas Morrow, Guy Trosper; Story, Douglas Morrow; Photography, Harold Rosson; Art, Cedric Gibbons, Paule Groesse; Editor, Ben Lewis; Musical direction, Adolph Deutsch; Sound, Douglas Shearer; Sets, Edwin B. Willis, Ralph S. Hurst; Technical adviser, Monty Stratton.

DIRECTION: Splendid.

PHOTOGRAPHY: Fine.

House of Strangers

with Edward G. Robinson, Susan Hayward, Richard Conte.

20th-Fox

101 Mins.

STRONG DRAMATIC FARE HANDLED WITH NOTEWORTHY CLARITY AND IMPETUS FROM FINE PERFORMANCES. EXCELLENT DIRECTION.

With its dramatic phrasing keyed to a somber note almost constantly, *House of Strangers* emerges on the screen a deeply significant film that explores family relationships in keen, intense strokes.

It is a more than able cast that enacts the story. Edward G. Robinson renders the right color in his role of an Italian emigrant who rises from intense frugality operating a barber shop to become a lower East Side banking magnate among other immigrants who are not averse to paying him outlandish interest.

The action has at various times a brooding, vicious aspect which never permits the basic instillations of Robinson to be ignored.

Story in flashback shows Conte returning to the latest Monetti bank, a lavish structure now run by the three brothers who eluded the law when it caught up with Robinson and Conte. Latter went to jail. On his return Conte has a pattern of revenge mapped out which Susan Hayward tries to change.

As the title indicates the Monetti household in time becomes a domicile wherein filial hates are nursed and in time these grow to a point where Luther Adler brings on Conte's arrest when he tries to bribe a juror. Robinson weakens while Conte is in prison but now at the mercy of his other sons who have moved in on the bank, he can only keep Conte's hate alive by continuously writing him letters which add further to his inner turmoil. He languishes, beaten, dies.

The three brothers come to kill Conte who finally reaches a point in his musing where he wants to drop everything and go away with Miss Hayward. This final effect of Robinson's domination misfires. Conte, although badly mugged up, manages to walk off and drive away with his girl.

CAST: Edward G. Robinson, Susan Hayward, Richard Conte, Luther Adler, Paul Valentine, Efrem Zimbalist, Jr.

CREDITS: Produced by Sol C. Siegel; Director, Joseph L. Mankiewicz; Screenplay, Philip Yordan.

DIRECTION: Fine.

PHOTOGRAPHY: First Rate.

Variviews



Observanda

Jewelers Have Hearts of Gold

It's wonderful the way friends of the Variety Club and the crippled children of Ontario are joining to help Variety Village, our vocational guidance school and residence for handicapped youngsters. All Barker Jimmy Cameron had to do was to drop a hint in several directions and the response was heartwarming.

For instance, the Toronto Jewelers Association will provide a watchmaking course and the equipment to go with it. It hopes to raise \$500 for this purpose with a big golf tournament open to all on September 7th. Since there won't be a Film Weekly golf tournament this year, I suggest you take in the jewelers' competition. Bill Johnston, who used to spend the day with the film lads at our tournament, will be glad to see you, as will his fellow-craftsmen.

The jewelers will also provide a scholarship at the Ryerson Institute of Technology, Toronto, where the best pupils of the Variety Village course will go on to become journeymen. Upon graduation they will be placed in jobs by the Association.

The Underwood typewriter people (and I am happy to say that these words are being typed on one of their newest—and excellent—models) will donate typewriters for office purposes and for the use of those crippled kids who cannot handle a pen or pencil but can use a machine. Those who show an aptitude for repairs or stenography will be instructed in those phases of the typewriter field.

If you know some folks who might like to help equip Variety Village, please introduce us. There's a long way to go yet.

* * *

Do You Know This Poem?

Has anyone a copy of a poem by John Ferguson, which contains the following stanza?

When tenting days are done and nevermore
He smells the sawdust, sees the laughing eyes,
I, somehow, think that on a daisied floor
He'll turn a somersault in Paradise
To give some angel child a glad surprise
Who never saw a circus clown before.

I read that in a New York Times interview with one Butler, press agent for the Ringling Brothers-Barnum & Bailey circus, and wrote to him at Madison Square Gardens, where the circus was playing, but got no reply. I'd like to read the rest of it, wouldn't you?

* * *

A Prairie Gentleman

I had the pleasure of chatting with a pleasant gentleman with a personality as friendly and ample as his Western home—D. J. Vaughan, the Saskatchewan censor, who visited me in company with your old friend, Locke Elliott. He has been the censor, working alone, since June, 1941, and has served under two governments of different political views without any interference. In Saskatchewan censorship is in the portfolio of the Minister of Labor.

There are three theatre inspectors and the province just got its first drive-in, the Skylark outside Regina. Itinerants in the 16 mm. field are limited to a prescribed number of communities by their licenses, so each may have his field of operations free of competition. The wide open spaces makes it necessary for the province to provide cars for its theatre inspectors.

Vaughan feels that parental neglect is a greater factor in juvenile delinquency than allegedly unsuitable pictures. He has no set of rules for censoring films but judges the possible effect of certain screen content on morals, behavior and the public interest as he understands them.

You feel, after talking to him a while, that he is just the sort of person in whose hands you can safely leave such matters.

... and Selected Shorts

Miss Pierrette Scanlon, who represented Sudbury in the Miss Canada contest, is an usherette at the Regent. She's so charming and purty that I demand that they hold the contest all over again and pick her. Those judges can't know their business . . . Next Variety meeting will not be at Variety Village, as intended, but at the Prince George on August 30th. A room couldn't be readied in time. The one following will be held at the Village . . . It's a boy, James William, at the Jimmy Camerons. And at the Russ Simpsons.

Signs of summer fading fast: "Midsummer Sale" and "First Fall Showing" . . . Sam Glasier was telling Harry Lester about Come to the Stable, the new Fox film. "What!" said Harry. "Another horse picture?" And someone asked me the other day if "Home of the Braves" was a baseball film . . . Risk capital: Money invested in a ball point pen . . . Jimmy Cowan described the first principle of certain press agents as "Clip It and Claim It."

Just can't help saying something about Bobby Fenton's piano-playing at the Chez Paris, where he performs with that terrific Johnny Powers trio . . . Ferde Mowry's band has been working for Harry Joyce at the Embassy for 17 years. Must be either in a rut or in the groove . . . One of my greatest pleasures is to watch a tap dancer move about to "How High the Moon" . . . Musicians call the vast Palace Pier "The Big House." Trump Davidson, his Golden Horn and his boys will be back there in September. I get my money's worth when Trump picks out six of them and offers the town's top Dixieland.

Kaplan & Sprachman, who have beautified the landscape of this province with theatres, were called upon to display their greatest ingenuity recently—and came through. Following the opening of the Park, on Yonge Street, we went to Nat Taylor's house for a while. When it came time to go home it was discovered that Yvonne Taylor and Ann Mandell were locked in the Powder Room. All of us clods failed to get the door to open. Along came K & S, to whom had been handed down centuries of architectural and engineering knowledge. They removed the door and the ladies stepped to freedom. To them what K & S had done was on par with the building of Boulder Dam and the CPR. Harold and Abe, however, were very modest about it all.

Overheard: "Money? Money is only good when you haven't got it" . . . Sammy Sales presented me with a miniature cactus plant for my desk. A card on it read: "Into your office of doom / With its pictures from the morgue / With its stories to be killed / With its deadlines to be met / I, unafraid, come to stay and live". . . Observation: Life is never dull for the very bright and the very dull. The very bright can cope with it and the very dull don't know the difference . . . Irving (Cooney) Cohen, IFD Toronto manager, is coming along nicely after having been critically ill.

Part of a letter from a friend stationed in Europe:

"The people of Europe (ordinary folk) that I have spoken to are afraid of another war. There is a sort of philosophical resignation to the fact that WW III is in the offing. Let me conclude with the thought that, as I viewed the remains of the Maginot Line, bombed-out areas, masses of crosses at military cemeteries, I felt that the world was rapidly becoming a psychopathic institution."

The late Al Shean asked that this be inscribed on his tombstone: "Born May 12, 1868. I could have lived longer but now it's too late. Absolutely, Mr. Gallagher; positively Mr. Shean" . . . I always thought that ad for the Windmill Theatre, London, which has been appearing in the Toronto papers, was a teaser. But it keeps showing up month after month. Is it or isn't it? . . . Chinese proverb: "Take no notice of what you hear said on the pillow."

EVE ARDEN ★ EDWARD ARNOLD ★ JEAN ARTHUR ★ FRED ASTAIRE ★ LUCILLE BALL ★ JOHN BEAL ★ WILLIAM BENDIX ★ EDGAR BERGEN
 CHARLES BICKFORD ★ WARD BOND ★ JOHN BROMFIELD ★ BRUCE CABOT ★ PHYLLIS CALVERT ★ CORINNE CALVET ★ MACDONALD CAREY
 JOAN CAULFIELD ★ LON CHANEY ★ MONTGOMERY CLIFT ★ WENDELL COREY ★ JANE COWL ★ DONALD CRISP ★ HUME CRONYN
 BING CROSBY ★ ROLAND CULVER ★ ROBERT CUMMINGS ★ HOWARD DA SILVA ★ DON DE FORE ★ OLIVIA DEHAVILLAND ★ BILLY DE WOLFE
 ALBERT DEKKER ★ WILLIAM DEMAREST ★ MELVYN DOUGLAS ★ DAN DURYEA ★ WILLIAM EYTHE ★ WILLIAM FARNUM ★ BETTY FIELD
 VIRGINIA FIELD ★ BARRY FITZGERALD ★ RHONDA FLEMING ★ DICK FORAN ★ MONA FREEMAN ★ FRANCES GIFFORD ★ PAULETTE GODDARD
 COLEEN GRAY ★ SIR CEDRIC HARDWICKE ★ JUNE HAVOC ★ STERLING HAYDEN ★ GEORGE "GABBY" HAYES ★ WANDA HENDRIX
 PAUL HENREID ★ IRENE HERVEY ★ WILLIAM HOLDEN ★ BOB HOPE ★ MIRIAM HOPKINS ★ RUTH HUSSEY ★ BETTY HUTTON ★ PAUL KELLY
 ALAN LADD ★ VERONICA LAKE ★ HEDY LAMARR ★ DOROTHY LAMOUR ★ BURT LANCASTER ★ ANGELA LANSBURY ★ JERRY LEWIS
 PETER LORRE ★ JOHN LUND ★ DIANA LYNN ★ JEFFREY LYNN ★ BRENDA MARSHALL ★ DEAN MARTIN ★ VICTOR MATURE
 RAY MILLAND ★ THOMAS MITCHELL ★ ALAN NAPIER ★ JANE NIGH NANCY OLSON ★ JOHN PAYNE ★ ROBERT
 PRESTON ★ CLAUDE RAINS ★ DONNA REED ★ PHILIP REED ★ RALPH RICHARDSON ★ GAIL RUSSELL ★ JANE RUSSELL
 GEORGE SANDERS ★ MARY JANE SAUNDERS LIZABETH SCOTT ★ BARBARA STANWYCK
 BARRY SULLIVAN ★ GLORIA SWANSON ★ JOAN TETZEL ★ GENE TIERNEY
 ERICH VON STROHEIM ARLEEN WHELAN ★ HENRY WILCOXON
 MARIE WILSON ★ ROLAND WINTERS
 SHELLEY WINTERS ★ LORETTA YOUNG
 ROLAND YOUNG

STAR



THEATRE

Makes **YOUR** Theatre
 The Home of a Hundred Stars—with
THE NEXT 14 HITS IN THE
GOLD RUSH OF '49
 all scheduled before the end of this year

"Connecticut
Yankee"
Treasure

Rich Vein of
"El Paso"

"Whispering
Smith"
Strike

"Paleface"
Bonanza

Keep Going...
For The
PEAK
Is Still Ahead In
PARAMOUNT'S
GOLD RUSH
OF '49



"Here they are, Mr. Exhibitor
—the star hits of Paramount's
Gold Rush Year. And my old
golf partner, Hope, is tee-ing 'em
off with a big one in July..."

It's the Hope hilarity-hit that's funnier than "The Paleface"

BOB
HOPE
LUCILLE
BALL



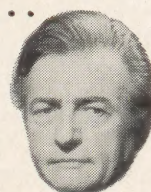
in Damon Runyon's
"Sorrowful JONES"

with
WILLIAM DEMAREST • BRUCE CABOT • THOMAS GOMEZ
and Introducing
MARY JANE SAUNDERS

Foreword narrated by Walter Winchell • Produced by Robert L. Welch • Directed by Sidney Lanfield
Screenplay by Melville Shavelson, Edmund Hartmann and Jack Rose • Adapted from a Story by
Damon Runyon and a Screenplay by William R. Lipman, Sam Hellman and Gladys Lehman

Three brilliant stars in a triangle built by a woman's flight
from marriage-without-love . . .

*"Song of
Surrender"*



Starring
WANDA
HENDRIX
CLAUDE MACDONALD
RAINS • CAREY

with Andrea King
MITCHELL LEISEN Production

Produced by Richard Maibaum
Directed by Mitchell Leisen
Screenplay by Richard Maibaum



A great role for Ladd in a great love story to match the tension of the times...

ALAN LADD • BETTY FIELD
MACDONALD CAREY • RUTH HUSSEY
BARRY SULLIVAN • HOWARD DA SILVA

in F. SCOTT FITZGERALD'S

"The GREAT Gatsby"

with

SHELLEY WINTERS

Produced by

Richard Maibaum

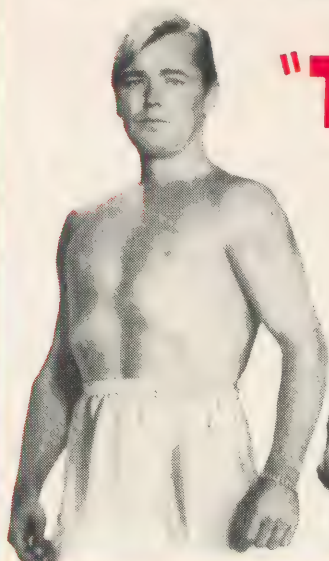
Directed by Elliott Nugent

Screenplay by Cyril Hume and

Richard Maibaum • From the

novel by F. Scott Fitzgerald and

the play by Owen Davis



Betty's back in the kind of bang-up role that's Red, Hot and Boxoffice

BETTY HUTTON • VICTOR MATURE
in
"Red, Hot and Blue"

A JOHN FARROW Production

with

WILLIAM DEMAREST

JUNE HAVOC

Produced by Robert Fellows

Directed by John Farrow

Screenplay by Hagar Wilde and John

Farrow • Story by Charles Lederer



Men of greed fighting for a woman of glamor in the Dark Continent's diamond empire...

"Rope of Sand"

A

HAL WALLIS

production starring

BURT LANCASTER

PAUL HENREID

CLAUDE RAINS

PETER LORRE

with Sam Jaffe

and Introducing

CORINNE CALVET

Directed by William Dieterle

Story and Screenplay by Walter Doniger

Additional Dialogue by John Paxton



The CBS Show, Hooper-rated Among Top 5 On Air

JOHN LUND • DIANA LYNN • DON DEFORE

with

MARIE WILSON

DEAN MARTIN

and Introducing

JERRY LEWIS

as IRMA

in HAL WALLIS' production

"My Friend Irma"

Directed by George Marshall • Screenplay by Cy Howard and Parke Levy • Based upon the CBS program "MY FRIEND IRMA" created by Cy Howard

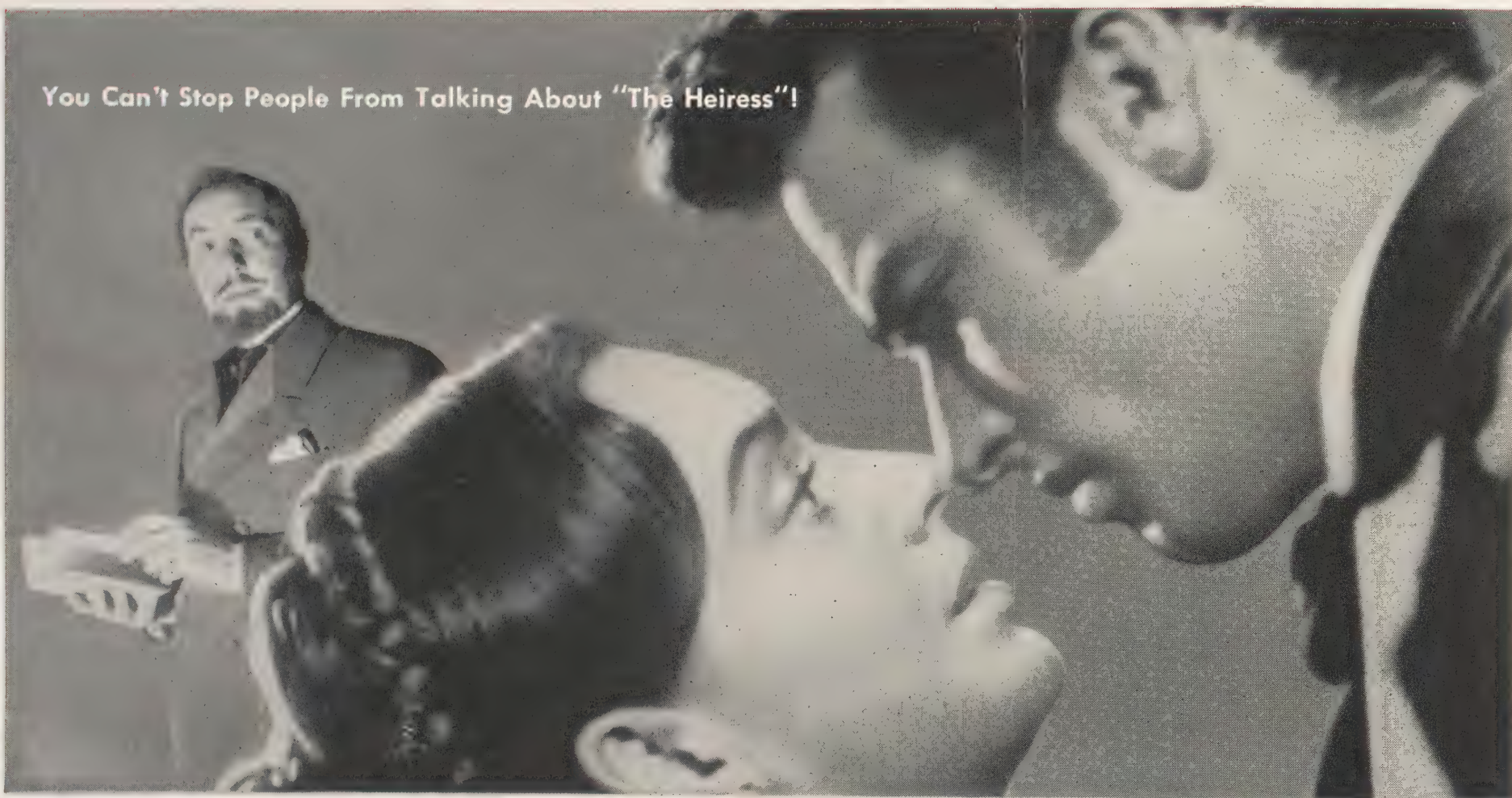


"Yep, Bing—Paramount's pitchin' top entertainment—every day and every holiday from now to New Year!"





☞ Paramount's 38 years old—
almost as old as Crosby—and they've never
had a line-up of big pictures
and great stars like this . . . ☞



You Can't Stop People From Talking About "The Heiress"!

OLIVIA MONTGOMERY RALPH
de Havilland Clift Richardson
in
WILLIAM WYLER'S
"The Heiress"

with
MIRIAM HOPKINS

MONA FREEMAN · VANESSA BROWN · SELENA ROYLE

Produced and Directed by WILLIAM WYLER • Screenplay by Ruth and Augustus Goetz
Based upon their stage-play • Suggested by Henry James' novel "Washington Square"



From the director
of "Best Years of
Our Lives"

Top O' The Teams—Bing and Barry—together again to top
"Going My Way" and "Welcome Stranger" grosses...

BING CROSBY
ANN BLYTH
BARRY FITZGERALD
HUME CRONYN



in
"Top O' the Morning"

Produced by Robert L. Welch
Directed by David Miller
Written by Edmund Beloin and
Richard Breen • Lyrics by Johnny
Burke • Music by James Van Heusen

Ladd as showmen like him—a fighting Ladd, a romantic
Ladd—in a newspaper yarn that's as fast as a teletype...

ALAN LADD
DONNA REED in

"Chicago Deadline"

with
JUNE HAVOC • IRENE HERVEY • ARTHUR KENNEDY

Produced by Robert Fellows
Directed by Lewis Allen
Screenplay by Warren Duff
Based on a Story by Tiffany Thayer



Bob sweeps Bing's "Connecticut Yankee" sweetheart right
off her feet—in a gale of gags, laughter and songs...

Bob HOPE and Rhonda FLEMING
in
"The GREAT LOVER"

with
ROLAND YOUNG • ROLAND CULVER • RICHARD LYON • GARY GRAY

Produced by
Edmund Beloin
Directed by
Alexander Hall

Written by Edmund Beloin,
Melville Shavelson and
Jack Rose



And a Season-Long Parade of
PARAMOUNT CHAMPIONS
Brought back by popular demand

You can play the first two right away:

FRED SYLVIA HENRY
MacMURRAY • SIDNEY • FONDA

in
"The TRAIL of the LONESOME PINE"
Color by Technicolor

"GERONIMO!"

and
with PRESTON ELLEN ANDY
FOSTER • DREW • DEVINE

And we're breaking the big news now that re-issued for December
holiday dates will be that "White Christmas" Champion

BING CROSBY • FRED ASTAIRE in
"HOLIDAY INN" and

Another Famous All-Time Champion To Be
Announced

☺☺ Two-fisted Paramount promotion socks
across *all* these hits in the exciting FREE
short subject, 'EYES ON HOLLYWOOD'

Date it today to sell *your* theatre
and all these tremendous shows! ☺☺



A picture unmatched by any
other for production magnificence,
entertainment content and boxoffice
potential, has been made—
and DeMille has made it!



Cecil B.
DeMille's
"Samson
and
Delilah"

Color by
TECHNICOLOR

COMING IN 1950—TO C



star
HEDY LAMARR •
GEORGE SANDERS •
with
HENRY WILCOXON •

Screenplay by Jesse L. Lasky, Jr., Fredric M. Frank • From
Based upon the history of Samson and

CHALLENGE THE TOP GROSSER OF ALL TIME...



In the mighty temple of Gaza, Delilah and the Saran watch Samson make sport for the Philistines.

ring
VICTOR MATURE
ANGELA LANSBURY

Produced and Directed by **Cecil B. DeMille**

Original treatments by Harold Lamb and Vladimir Jabotinsky
Delilah in the Holy Bible, Judges 13-16

"We sneak previewed Paramount's greatest entertainment, 'Samson and Delilah' before a capacity audience. In 15 years, no audience reacted as 100% favorably as this one. A milestone for great pictures in our industry."
B. D. Cockrill, Managing Director,
Denham Theatre, Denver, Colorado

Today's Star Tunes All Sing of Entertainment That's Paramount

Paramount song hits by famous composers like Livingston and Evans, Burke and Van Heusen, Frank Loesser, and Victor Young, are important draws as the Oscar-winning "Buttons and Bows" proved so dramatically with "The Paleface." Listen for:

"Having Wonderful Wish"



from "SORROWFUL JONES"

"Where Are You"

(and others)



from "RED, HOT AND BLUE"

"Just for Fun"

(and others)



from "MY FRIEND IRMA"

"Song of Surrender"



from "SONG OF SURRENDER"

"Top O' The Morning"

(and others)



from "TOP O' THE MORNING"

"A Thousand Violins"

(and others)



from "THE GREAT LOVER"

"My Love Loves Me"



from "THE HEIRESS"

Make Room On That Marquee for
Paramount's Ticket-Selling Songs!



Copyright 1949
by Paramount Pictures Inc.

And Completing Your All-Star Show: Paramount Shorts

now gives you a new boxoffice service that builds your *whole* program, coordinating all these great feature pictures with 52 of the finest quality shorts and 104 issues of Paramount News. You'll take pride in saying of every picture on every bill:

**"IF IT'S A
PARAMOUNT PICTURE,
IT'S THE BEST
SHOW IN TOWN!"**

Ethel Barrymore Honored At 70

In a wonderful expression of honest sentiment, leading Hollywood and other figures congratulated Ethel Barrymore on her 70th birthday. Nearly 100 friends of the great actress, headed by President Truman, congratulated Miss Barrymore over the radio on August 15th. A pre-recorded program, it was broadcast in the different American and Canadian time zones so that it could be heard by its large audiences at the same time.

Truman's message was the first of the congratulations after an opening speech by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, which staged the broadcast. Next, Bing Crosby was heard singing "Happy Birthday" to Miss Barrymore. Then came a chorus of recorded congratulations from Hollywood celebrities.

These included Dana Andrews, Jack Carson, Ronald Colman, Gladys Cooper, Kirk Douglas, Melvyn Douglas, Jimmy Durante, Clark Gable, Margalo Gilmor, Henry Ginsberg, Samuel Goldwyn, Edmund Goulding, Cary Grant, Johnny Green, Edmund Gwenn, Katharine Hepburn, Jean Hersholt, Hedda Hopper, Arthur Hornblow, Lena Horne, Walter Huston, Betty Hutton, Van Johnson, Orry Kelly, Deborah Kerr, Ida Koverman, Milton Krasner, Jesse Lasky.

Also Charles Laughton, Sonja Levien, Albert Lewin, John Lund, Joseph Mankiewicz, George Marshall, Kenneth MacKenna, Dennis Morgan, Patricia Neal, David Niven, Louella O. Parsons, Walter Pidgeon, Marjorie Rambeau, Ronald Reagan, Ginger Rogers, Rosalind Russell, Dore Schary, George Sidney, Robert Siodmak, Barbara Stanwyck, Gloria Swanson, Robert Taylor, King Vidor, Richard Wallace, Walter Wanger, Jack L. Warner, Lawrence Weingarten, Keenan Wynn and Roland Young.

Louis B. Mayer, head of the MGM Studio, to which Miss Barrymore is under contract, recorded a special tribute in conjunction with Fannie Brice, Claudette Colbert, George Cukor, Judy Garland, Gregory Peck, Spencer Tracy and Lucille Watson.

Recorded congratulations from the East Coast included messages from Mrs. Franklin D. Roosevelt, Herbert Hoover, Bernard Baruch, Herbert Bayard Swope and Miss Barrymore's two children, Ethel Barrymore Colt Miglietta and John Drew Colt, as well as words from Katharine Cornell, Tallulah Bankhead, Louis Calhern, Ruth Gordon, Ar-

ANTI-TRUST VERDICT FOR INDIE

A New York court of appeal upheld an anti-trust ruling of a district court and awarded treble damages to the Bordonaro Brothers, NY state exhibitors. The judgment referred to "a conspiracy to monopolize the first-run exhibition of motion pictures" in reinstating as a defendant RKO, which, with Paramount and Warners, was hit by the verdict. The defendants claimed that a monopoly had discriminated against them.

The judgment against Paramount and Warners includes the treble damage figure of \$85,000, attorney's fees of \$18,000 and \$998.44 for costs.

The first court had ruled that RKO should be freed from the litigation. The plaintiffs appealed against this and won. At the same time the defendants appealed against the first court's verdict for the plaintiffs and lost. Distributors are frankly worried.

ALL FILMS ON SAFETY STOCK BY 1951

After 40 years of experimenting, safety stock will replace nitrate completely in the USA by 1951, the Eastman company states. Cost of the new stock has been dropping steadily and will soon be almost the same as the older type. Eastman's five-year plan for total conversion has been speeded up by almost two years.

Coming of safety stock on a large scale to Canada, where the National Film Board has tried it, may save the exchanges the cost of structural changes. In Los Angeles the Fire Department ordered a number of such changes to raise safety standards. Some of these are bound to be adopted by Canadian provincial motion picture branches. This might be avoided if nitrate stock becomes a minor factor in the near future.

ASN Cameo Unit Has Busy Time

A shooting unit of Associated Screen Studios recently returned to Montreal headquarters after a wide swing through western Canada. Headed by Director Gordon Sparling, with Jack Hynes as chief cinematographer, the unit returned with enough exposed film "in the can" to make up the next few releases in the Canadian Cameo series of theatrical shorts, after editing. The Cameos are all-Canadian, touching on Canadian subjects, shot by Canadian moviemakers, and are shown throughout the whole world.

On the first leg of their junket, they had the privilege of shivering in Vancouver's unseasonal mid-fifties, while easterners sweltered in the torrid nineties. For animal action shots at Banff, they went after a bull moose armed with nothing more lethal than a 35 mm. camera.

In the heart of the Selkirk Range, they shot the famous

thor Hopkins and Alfred Lunt and Lynne Fontanne.

Emlyn Williams, British playwright, was heard reciting a short poem he had written for the occasion. Other recordings from England included the voices of Dame Sybil Thorndyke, Clemence Dane, W. Somerset Maugham, Charles Cochran, Fay Compton and Lewis Sasson.

After a brief speech by her brother, Lionel, Miss Barrymore closed the program with thanks for the tribute which had been paid her.

RKO Signs Gottlieb To Long-Term Pact

Howard Hughes has signed Alex Gottlieb to a long-term contract as an RKO Radio producer. This is in line with the Hughes policy of associating the finest possible executive talent with his company's picture product.

Gottlieb is the third well-known producer added in recent weeks by Hughes to the RKO ranks. He joins Warren Duff, who will produce Mr. Whiskers and Shanghai Incident, and John Houseman, who has been assigned to Cheater of Cheats, the new Cary Grant starring vehicle.

"Switchback" section of the Yoho Valley road in true, natural color. This road rises two-hundred feet in one-third of a mile, zigzagging up the mountain in a series of sharp turns like the letter Z.

The highlight of the trip came when the Associated Screen men turned their lenses on the Macleod Stampede. The effort to keep sunfishing untamed broncs and cannonballing wild steers in the rangefinder was enough to test any lensman's skill and nerves. When the final footage was shot, the unit's scenarist, Patricia Sparling, was presented with a regulation ten-gallon hat by enthusiastic onlookers in traditional Western fashion. This headpiece now occupies an honored spot in the Associated Screen Studios and is a constant reminder to the Cameo unit of a thrilling, gruelling trip.

The new Canadian Cameo series is being released for theatrical showing through Empire-Universal exchanges in key Canadian cities.

Ask Nat'l Circuit For Live Drama

Erection of a nation-wide string of theatres for the presentation of live drama was the best way to develop a national theatre movement, a brief presented to the Royal Commission in Ottawa by the Dominion Drama Festival urged. The suggestion was one of several discussed personally by D. Park Jamieson of Sarnia, president of the Festival, and Dr. H. Alan Skinner of London, its honorary president.

Canadians interested in acting and writing for the theatre were leaving regularly for other countries, they warned. A string of theatres supported by government bodies and private groups would give these Canadians what they sought — an opportunity of following their craft in their own country. National awards and scholarships as encouragement were suggested.

Along with the new theatre construction, the Festival recommended provision for establishment of permanent companies of Canadian players to travel across the country and "present the best available plays in all centres where adequate facilities for presentation are available."

The Festival also recommended that it should be recognized for its contribution to the cultural life of Canada and that sufficient financial support be made available to it to carry on its work, particularly for the establishment of a permanent organization with adequate staff and library and information services.

The Festival asked that a supervisory board or commission, separate and apart from government, should be established. This board or commission would be charged with the development of a national Canadian drama and the theatre in Canada.

As an example of what could be accomplished by a well organized community theatre group, the festival cited the work of the London Little Theatre, established 15 years ago.

With four groups merging into one, the London organization has steadily grown to a subscription membership of 10,500 people — compared with 705 when it started — and to such sufficient financial standing as to purchase the Grand Theatre in London from Famous Players for \$35,000.

AA's Two In England

Producer Scott R. Dunlap recently announced that The Highwayman, based on Alfred Noyes' famous narrative poem, and The Bishop's Mantle, novel by Agnes Turnbull, will be the two films made by Allied Artists in the UK.

NO GOLF TOURNEY

(Continued from Page 1)

attend the event annually is the reason.

The committee, which includes Archie Laurie, Jack Arthur, Ralph Dale and Pete Myers, considered that golfing under the same conditions as during the past two years would not be enjoyable, nor would the non-golfers be satisfied with the same type of clubhouse facilities.

It was suggested that the occasion, which is usually attended by several hundred industry folk from all parts of Ontario, be confined to golfers but the committee did not agree. Few clubs are suitable for such a large number, while those which can accommodate it are booked several years ahead, some until 1953.

It is hoped that the 1950 tournament can be held in a new club or one of the several which are being enlarged now.

Before then a new problem will have to be settled. In almost every city but Toronto and New York Variety Clubs have been holding annual tournaments. In Toronto the Canadian Film Weekly has been sponsoring a tournament, while in New York Film Daily has been doing that for many years. Now that both Toronto and New York have Variety tents, the industry men in those cities will probably prefer that their tents follow the example of the others. Two tournaments in one summer would be too many.

Variety and Canadian Film Weekly representatives have discussed the matter unofficially and it is hoped that something satisfactory to Variety and non-Variety members of the film industry will be worked out.

The trophies will be retained by their present holders for another year.

Lower Theatre Taxes Asked In Saint John

Reduced city taxes on theatres is being asked by a group of Saint John, New Brunswick, owners. The theatre operators claim they are losing money, but are being faced by higher taxation as a result of the city's revised assessment act.

Canadian Sales Head At Columbia Meet

Harvey Harnick, Canadian general sales manager for Columbia, last week attended the company's first sales convention in several years at the Ambassador East Hotel in Chicago.

Also at the convention were home office executives, as well as division and branch managers from the entire USA.

Famous Buys UK Pix

(Continued from Page 1)

the best British pictures, but also because of our overall interest in encouraging British trade."

The FPCC head was enthusiastic about the dramatic excellence and boxoffice quality of *The Winslow Boy*, a London Films production starring Robert Donat, as well as the Wilcox-Neagle production, *Spring in Park Lane*, which stars Anna Neagle and Michael Wilding. He had screened these and *Maytime* in Mayfair, also from Wilcox-Neagle, which won his praise.

Opening run of the first film selected for Toronto will be at the University and Eglinton, dual-date set-up. All films will be selected for exhibition according to their type and placed in theatres most suitable.

"We are very happy to be associated with Famous Players in bringing these pictures to the Canadian public," stated Frank Fisher, general manager of Eagle-Lion Films. "The films, of course, are available to all exhibitors in the regular course of business."

The group of 19 were contracted for by Eagle-Lion Films of Canada, the British party to the agreement on Canadian distribution rights being British Lion Film Corporation, of which Sir Arthur W. Jarratt is deputy chairman and managing director. O. R. Hanson of Toronto

participated in the negotiations and is the producer's representative in Canada.

For almost a quarter of a century, said Hanson, he had been trying to convince British producers to distribute their films in Canada through Canadian companies, instead of signing with USA companies, with this country thrown in as part of the domestic market. He was happy that this had now come about on a sizeable scale.

The pictures from London Films are: *The Winslow Boy*, *Bonnie Prince Charlie*, *Saints and Sinners*, *The Small Back Room*, *Forbidden*, *The Last Days of Dolwyn*, *A Girl in a Million*, *The Small Voice*, *Night Beat*, *The Cure for Love*, *The Angel With the Trumpet*, *Children of Chance*, *Interrupted Journey*, *Black Magic of Bali* and *Maria Chapdelaine*.

Those from Wilcox-Neagle Productions are: *Spring in Park Lane*, *The Courtneys*, *The Four Mrs. Beresfords* and *Maytime* in Mayfair.

Among the producers whose films are listed above are Herbert Wilcox, Carol Reed, Sydney Gilliat, Frank Launder, Anatole DeGrunwald, Anthony Asquith and Michael Powell and Emeric Pressburger.

Canadian exhibitors will welcome the opportunity of boosting the British trade balance in this country. The industry is credited by the government with helping our own austerity program through increasing the number of USA tourists through the Canadian Co-operation Project.

Wrestling Champs To Appear In Picture

Two former wrestling champions, Ed "Strangler" Lewis and Billy Varga, have been signed by Columbia to appear in *Stranglehold* story of professional wrestling which has Willard Parker, Lola Albright, Roy Roberts and Hillary Brooke in the leading roles.

Lewis, who wrestled for 44 years and won the world's heavyweight title five times, will appear as a referee, while Varga, ex-junior heavyweight champ, will play a marcelled grappler. Seymour Friedman is directing and Rudolph Flothow produces.

Gail Russell Cast In 'A Mother For May'

Gail Russell has been borrowed from Paramount by Columbia to star with William Holden in *A Mother for May*, romantic comedy which S. Sylvan Simon will produce with Norman Foster directing.

FOX SALES DRIVE

(Continued from Page 1)

ing to Smith will be a personal tribute to 20th-Fox branch managers resulting from the company's recent sales policy of stressing complete field autonomy and dealing on a local level.

In each of the 37 territories—31 in the United States and six in Canada—the branch managers' testimonial will be locally supervised and conducted, without any dictation of any kind from the Home Office "brass", but with the co-operation of branch personnel and exhibitors.

Each branch will set up its own committee with its own local rules and regulations. In each territory the campaign will be dedicated to and carry the name of the local branch manager.

Smith revealed that the decision to substitute this personal branch manager testimonial for the company's annual sales drive was made after exhibitors throughout the United States and Canada requested an opportunity to participate in a campaign designed to personally honor the local exchange head. This request, he pointed out, stresses widespread exhibitor approval and preference for the new and territorially autonomous sales policy announced several months ago by President Spyros P. Skouras.

In a letter to each of the branch managers informing them of the testimonial, Smith wrote:

"During this period you will have in distribution by far the strongest boxoffice product the company has ever released.

"Changing times and conditions have created many new and different problems in the operation of our business. We believe in keeping abreast of the times. We believe we have the ability to cope with any situation that may develop. We face our problems with great courage, and we have every confidence in our producers, our executive group and in you.

"We are the No. 1 company in our industry. We have fought hard to get there, and we intend to remain in that position."

Para's French Star To Visit Canada

Corinne Calvet, Parisian actress who stars in Paramount's *Rope of Sand*, will visit Montreal September 2nd for personal appearances in connection with the opening of her picture at the Palace.

She will visit Toronto on September 7th and 8th and appear at the Canadian National Exhibition. In both cities she will be hostess for luncheons for exhibitors, newsmen and magazine writers.

Atlanta, Memphis Nix 'Lost Boundaries'

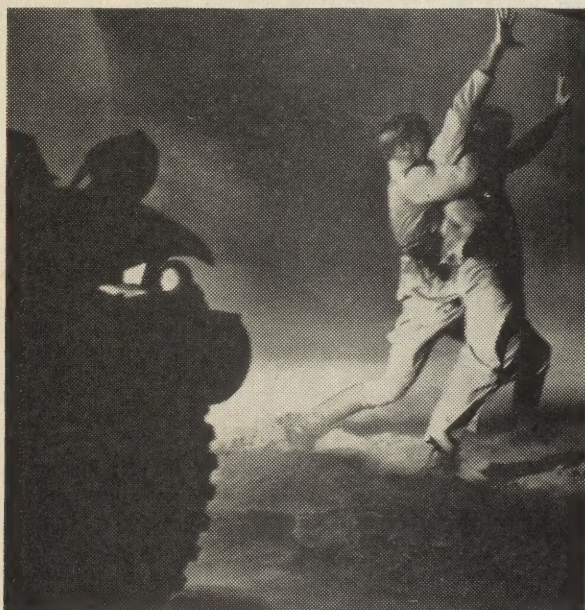
Atlanta and Memphis have refused to issue a permit for the showing of *Film Classics' Lost Boundaries*, a picture dealing with racial tolerance. The feature, shot in New England and based on a true story of a doctor with partial Negro blood who is thought to be white until he attempts to enlist, is distributed in Canada by Astral Films.

Fox, Odeon-Canada Deal Fading Out?

Some reports from London say that the proposed deal between Twentieth Century-Fox, which operates theatres in several countries but none here, and Odeon of Canada is just about washed up.

The fact that talks were going on was at first denied by all concerned. This was not repeated when Skouras talked with Rank, both being flanked by aides.

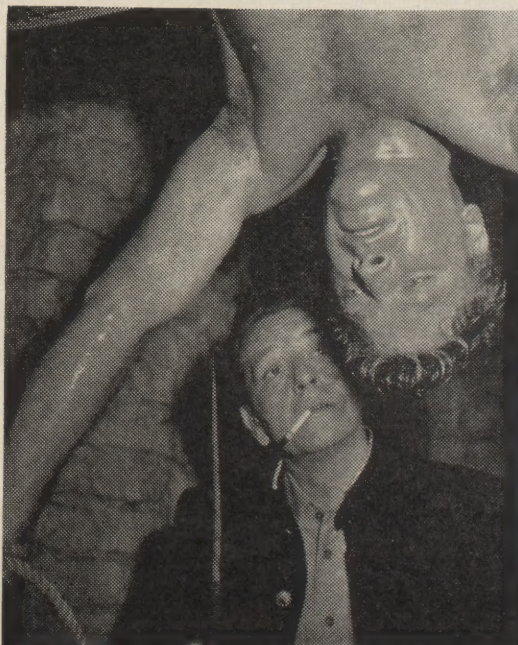
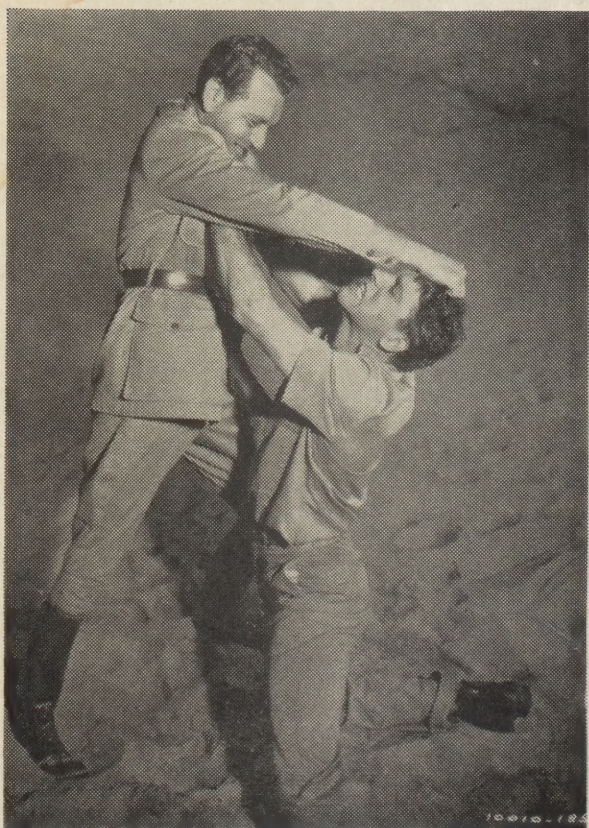
On arrival in New York, Otto Koegel, Fox counsel, who participated in the London talks, said: "Nothing broke down — our relations are improving."



Para's 'Rope Of Sand' Adventure Drama

WITH plenty of marquee names and a tense, fast-moving plot, Paramount's *Rope of Sand* seems a sure-fire boxoffice draw and is doing top business in key runs. Starring Burt Lancaster, Paul Henreid, Claude Rains, Peter Lorre and introducing Paramount's French import, Corinne Calvet, the film provides some striking characters and lots of punch in its brutality.

Plot deals with a guide in a remote diamond area of Africa, who is unjustly beaten by police and leaves only to return two years later to square accounts and to capitalize on a diamond mine he discovered.





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